

ABDUL **FOR** US SENATE

CREATIVE STYLE GUIDE 2026

LOGO

There are two primary logos — wide and stacked.

When in full color, logo should always use the darkest blue — referenced color palette for correct color code.

If on a high contrast background, “FOR” can be used in Red.

PRIMARY WIDE

ABDUL ^{FOR}_{US} SENATE

PRIMARY STACKED

**ABDUL
^{FOR}_{US} SENATE**

**ABDUL
^{FOR}_{US} SENATE**

SECONDARY LOGOS

Two secondary logos are available for use — “Abdul for US” and “FOR US” which can be used as a repeating graphic element on swag/signage.

ABDUL FOR US
Two color

ABDUL FOR US

ABDUL FOR US
One color

ABDUL FOR US

FOR US
Two color

FOR US

FOR US
One color

FOR US

FOR US
As pattern for swag or graphics

**FOR FOR FOR
US US US**

ABDUL FOR US

AFFILIATE LOGOS

These are examples of affiliate group logos. These can be created as needed by swapping out the top word.

Use Kensington Compressed Black as the font and when in full color, **affiliate name and vertical lines** should always be in Red, **For Abdul** always in darkest blue.

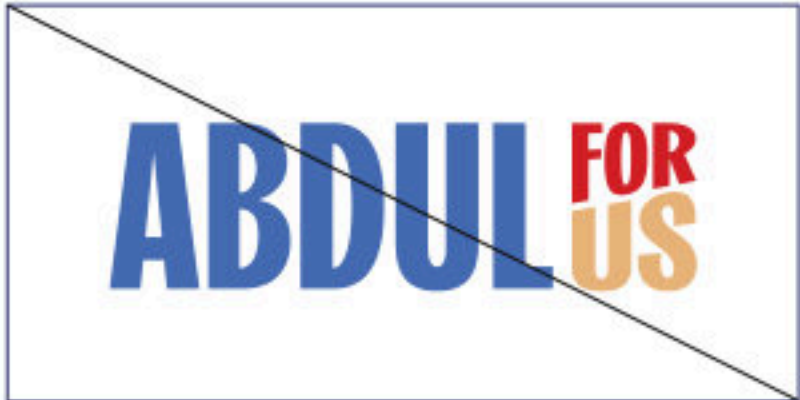


LOGO DON'TS

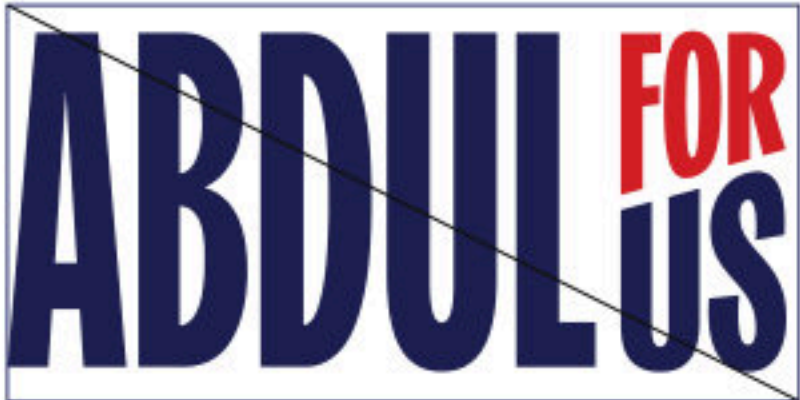
DON'T CHANGE SCALE



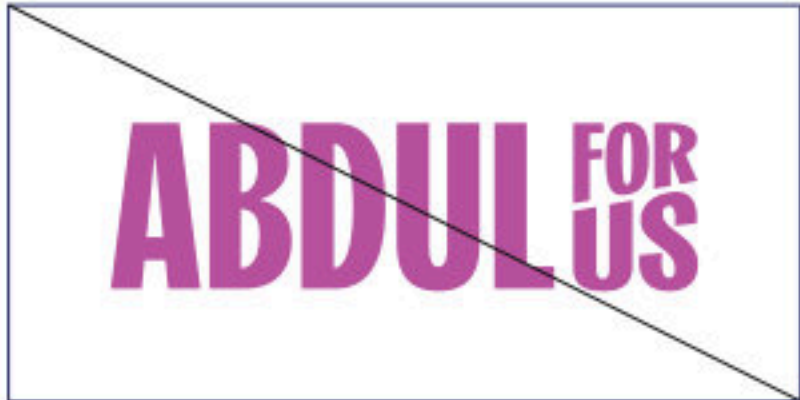
DON'T MIX COLORS



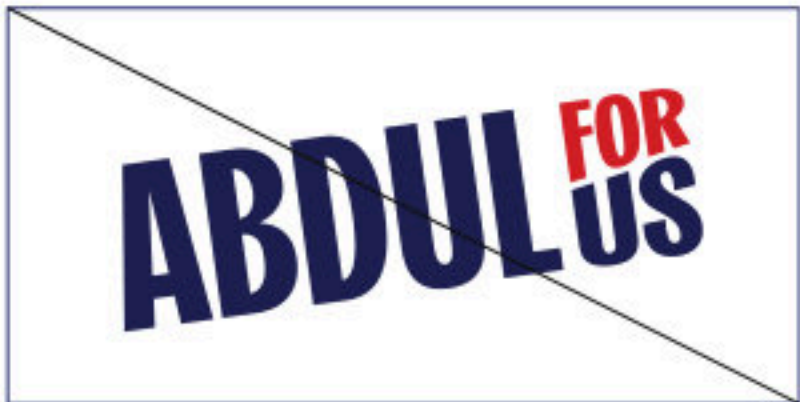
DON'T STRETCH



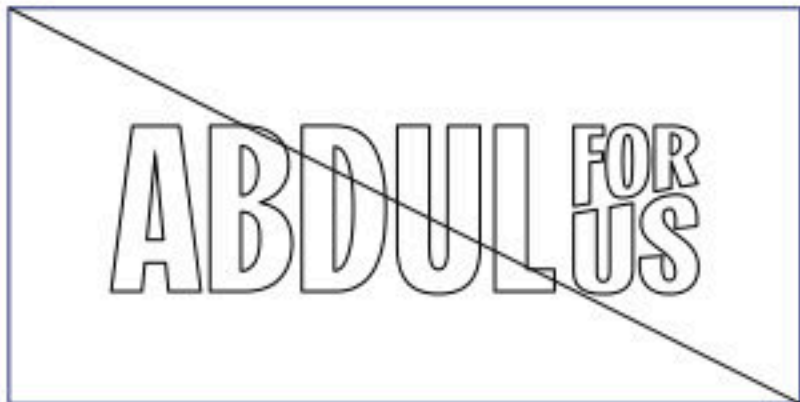
DON'T USE OFF BRAND COLORS



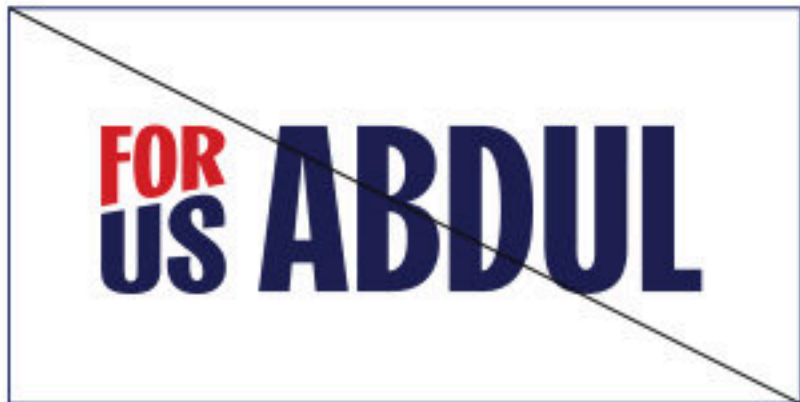
DON'T ROTATE



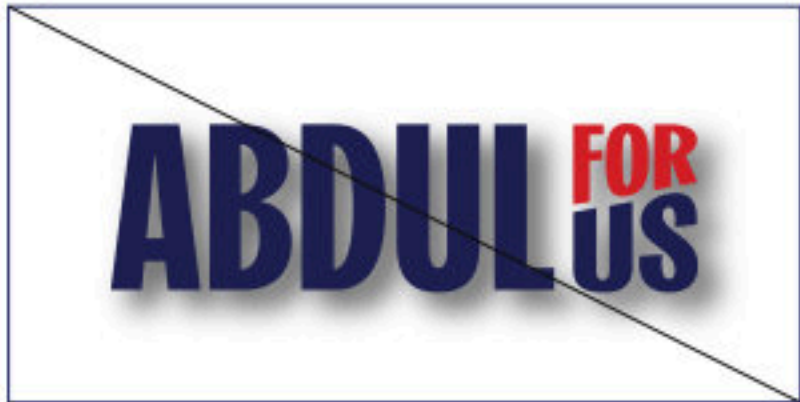
DON'T OUTLINE



DON'T CHANGE LAYOUT



DON'T ADD EFFECTS



COLOR

Color is split into three categories — primary, secondary, and tertiary.

NOTE

If showing opposition, use secondary colors to represent candidates in charts and graphs.

PRIMARY COLORS

Primary colors should be the colors most used for full floods.

Deep Blue
HEX #1E204E
RGB 30, 32, 78
CMYK 100, 96, 35, 36

Medium Blue
HEX #2A326C
RGB 42, 50, 108
CMYK 100, 94, 26, 13

Light Blue
HEX #4E6AAE
RGB 78, 106, 174
CMYK 79, 60, 0, 0

Coral Red
HEX #FF564D
RGB 255, 86, 77
CMYK 0, 81, 68, 0

Cream
HEX #FBF0E4
RGB 249, 241, 230
CMYK 1, 4, 9, 0

SECONDARY COLORS

Secondary colors are accent colors.

Red
HEX #C13531
RGB 193, 53, 49
CMYK 11, 100, 100, 2

Dark Beige
HEX #CBA16E
RGB 203, 161, 110
CMYK 17, 39, 68, 1

Medium Beige
HEX #E1B682
RGB 225, 182, 130
CMYK 8, 31, 58, 0

Light Beige
HEX #F5CD9C
RGB 245, 205, 156
CMYK 0, 23, 44, 0

TERTIARY COLORS

Tertiary colors are type and accent colors.

Light Cream
HEX #FDF5ED
RGB 253, 245, 237
CMYK 0, 4, 5, 0

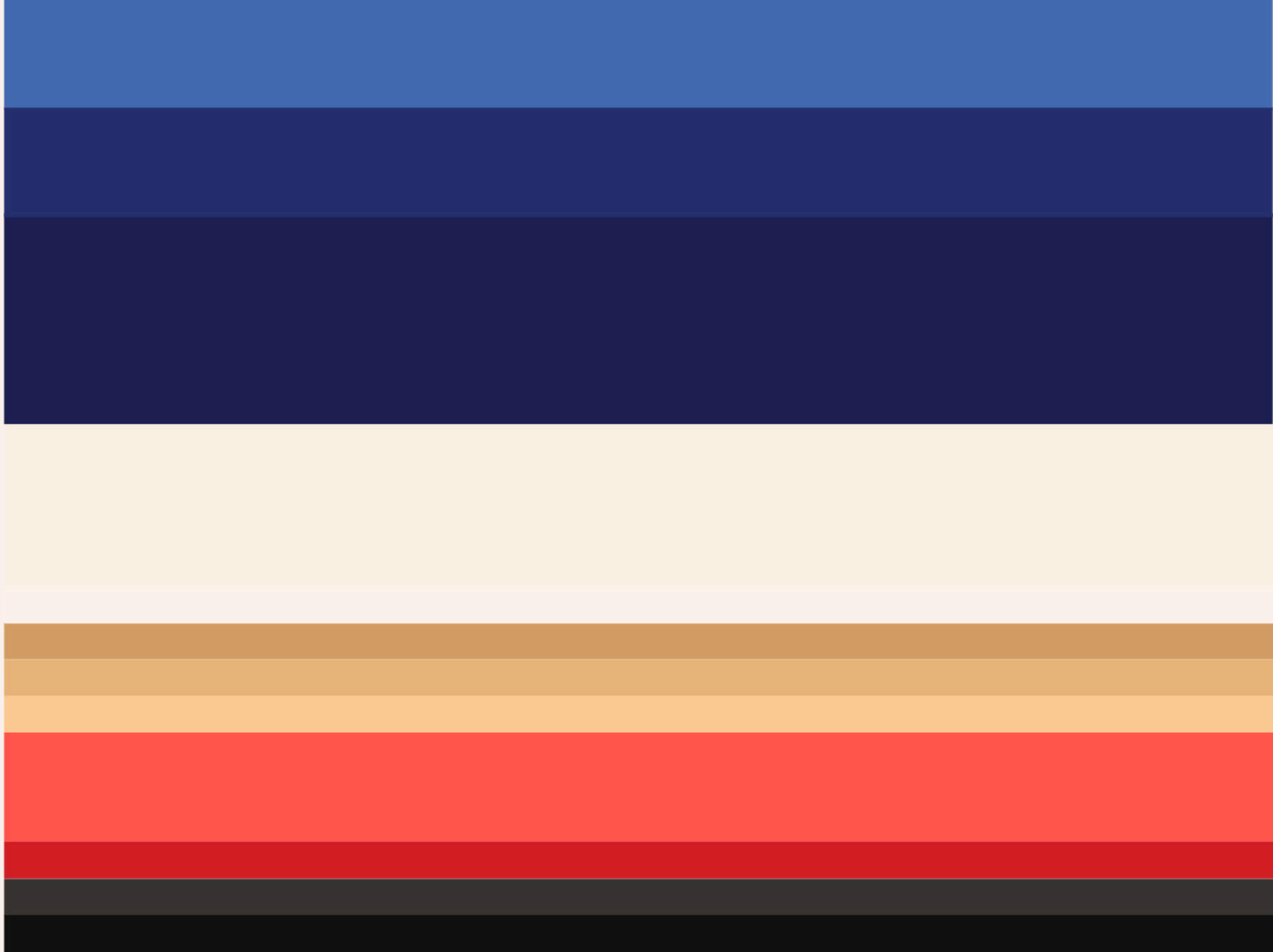
Charcoal
HEX #383533
RGB 56, 53, 51
CMYK 66, 63, 64, 57

Black
HEX #141312
RGB 20, 19, 18
CMYK 72, 67, 67, 82

**VIDEO USE ONLY
FOR US YELLOW**
HEX #F2C127
RGB 242, 193, 39
CMYK 2, 25, 100, 0

COLOR PROPORTIONS

When creating a graphic, follow these proportions for color application with blues, creams/beige, and coral being used most.



COLOR PAIRINGS

These are the optimal color pairings for legibility and accessibility.

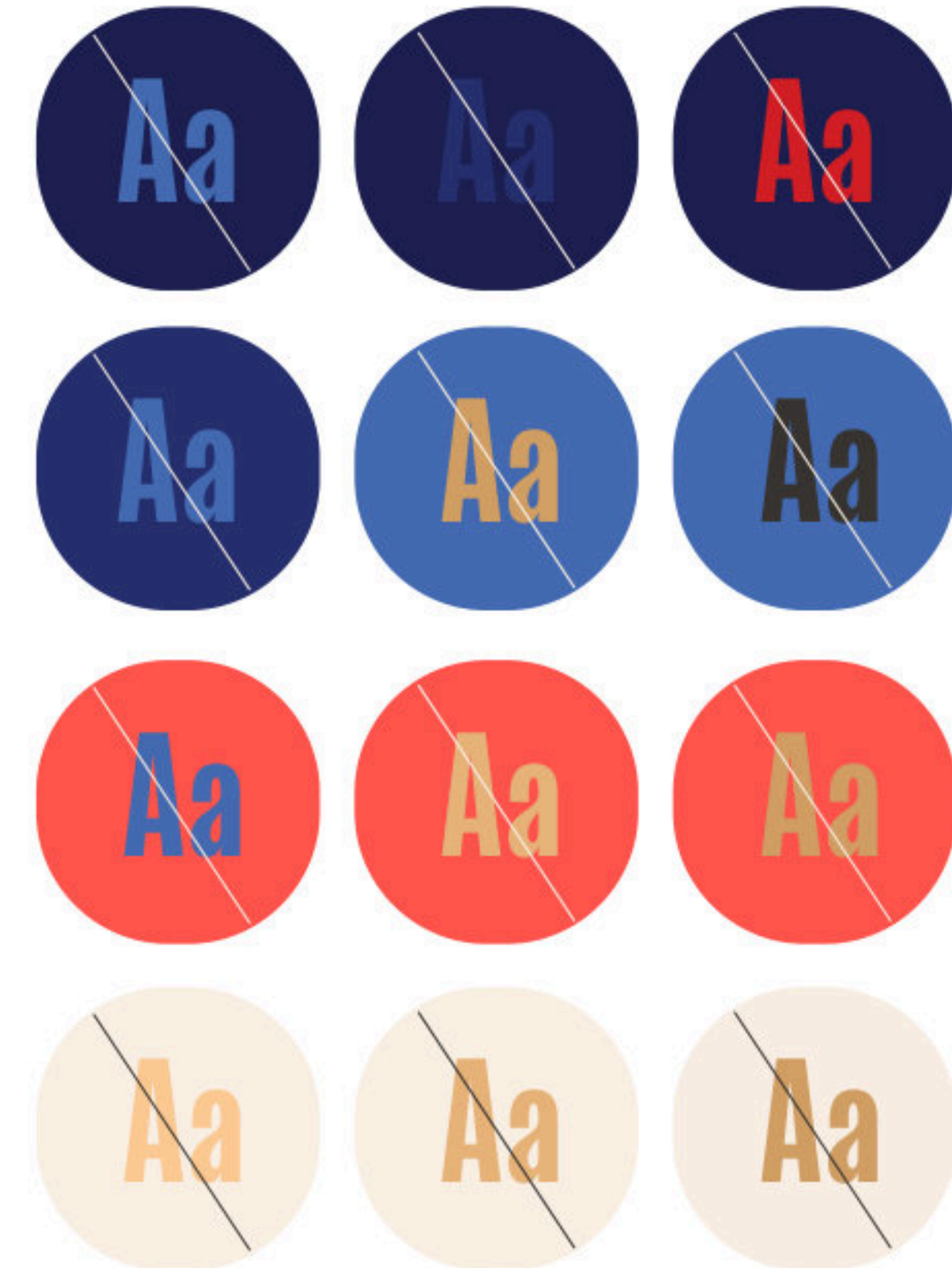
Consult the following website if unsure of accessibility.

webaim.org/resources/contrastchecker/

DO THIS



DO NOT DO THIS



COLOR APPLIED

If a graphic is trying to convey urgency or is more serious content, use darker blue tones. For more evergreen/positive graphics, use lighter colors.

For all other graphics, use discretion based on noted proportions and color palette categories.

DIFFERENT TONES

Positive Ads/Graphics
Neutral



**ABDUL
EL-SAYED**



**ABDUL
EL-SAYED**



**ABDUL
EL-SAYED**

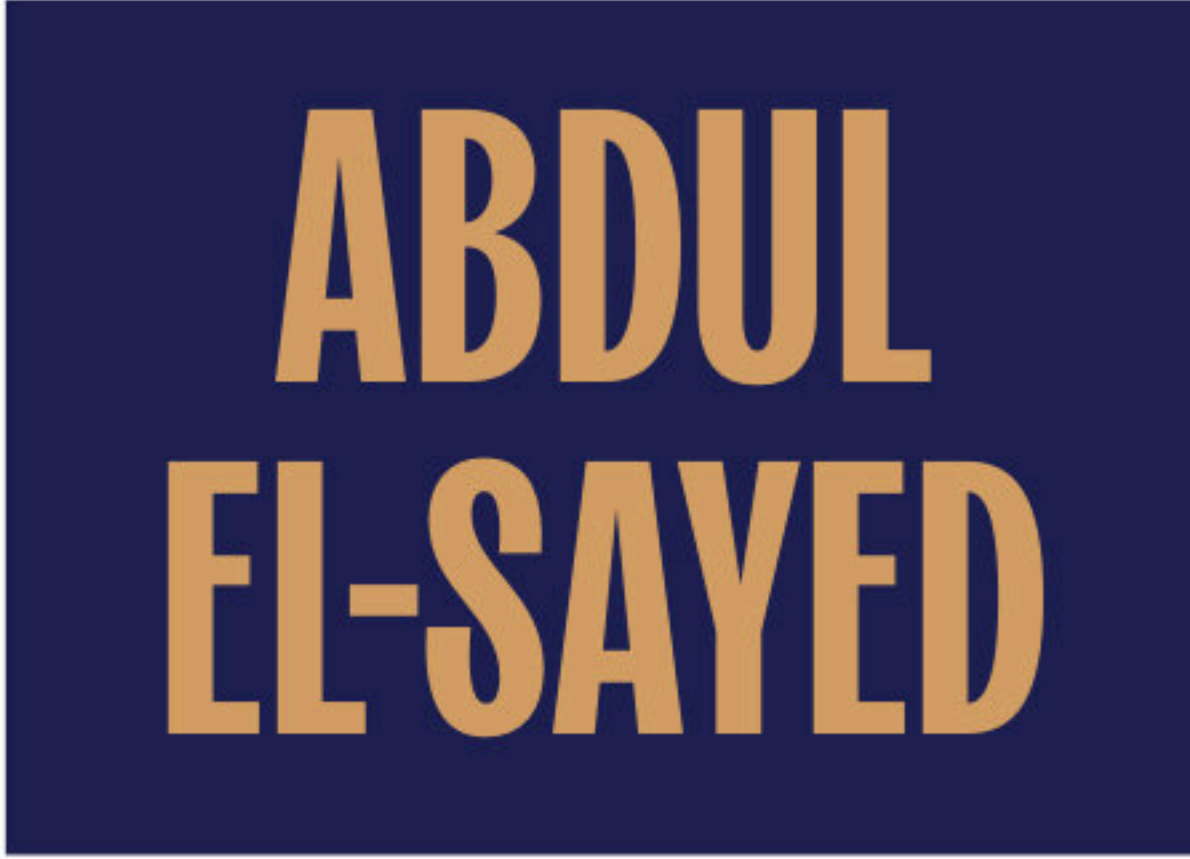
Negative Ads/Graphics
Serious/somber/urgent



**ABDUL
EL-SAYED**



**ABDUL
EL-SAYED**



**ABDUL
EL-SAYED**

TYPE

The two primary typefaces are Kensington and Halyard Text. Both can be downloaded from Adobe Fonts.

PRIMARY TYPEFACE

Available on Adobe Fonts

Kensington

Aa

Regular
Medium
Demi
Bold
Black

Regular Italic
Medium Italic
Demi Italic
Bold Italic
Black Italic

Use Kensington for headlines and large text.
All caps can be used if no more than 3 lines of copy.

Tracking should normally be kept between 0-10.

SECONDARY TYPEFACE

Available on Adobe Fonts

Halyard Text

Aa

Book
Regular
Medium
Semibold
Bold
Black

Book
Regular
Medium
Semibold
Bold
Black

Use Halyard Text for body copy, small text, and subheads.
All caps can be used if no more than 3 lines of copy.

Tracking should normally be kept between 0-5.

TYPE APPLIED

Headline
Kensington Bold All caps

Leading: +4pt
Tracking: 5

LABOR POLICY AGENDA

Subhead
Kensington Medium and Bold

Leading: +4pt
Tracking: 10

Every worker should have the right to
join a union and support a family
with one good job.

Subhead
Halyard Text Regular and Semibold

Leading: +10pt
Tracking: 10

It's critical that the Senate pass the PRO Act and oppose any and all "Right to Work" legislation. We must protect and expand prevailing wage protections and champion worker-centered trade policies, including strategic tariffs to grow good union jobs.

Abdul is committed to building a government that works for people – not billionaires – and to unlock what we can achieve together.

Headline
Kensington Black All caps

Leading: +4pt
Tracking: 5

LABOR POLICY AGENDA

Subhead
Kensington Bold

Leading: +4pt
Tracking: 10

Every worker should have the right
to join a union and support a family
with one good job.

Headline
Kensington Black All caps

Leading: -2pt
Tracking: 5

NOTE: Negative leading can be used for all-caps headlines only.

Subhead
Kensington Medium

Leading: +4pt
Tracking: 10

**INVESTING IN
SMALL BUSINESS:**
An Economic Agenda for
Main Street, not Wall Street

TYPE AS TEXTURE

FOR US

For Us can be used as
a pattern for photo or
content frames.



JOIN US SAT APRIL 12

Event Location
Event time

ABDUL
FOR US SENATE

ELEMENTS

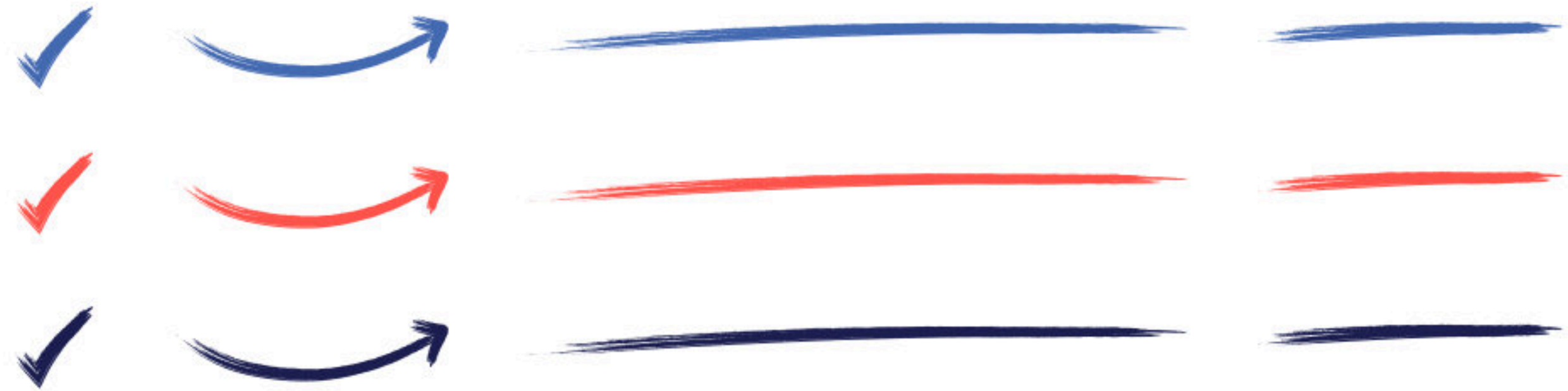
We want our content to feel personal — more like someone hanging out with Abdul than watching a political ad. That sense of closeness brings people into the conversation.

To achieve this feeling, handdrawn elements can be used to add a touch to the design language that feels approachable and human.

These additional graphic elements should be used to compliment design and express emphasis on certain words or phrases.

HANDDRAWN ELEMENTS

Checkmarks, arrows, and underlines are best used on social graphics and emphasis on motion graphics/video.



DENIM TEXTURE

Denim textures can be used to give a human touch as background texture elements, over photos, or to add depth in text. These can be vectorized and should be used in brand colors.



Example of texture use:
Texture can be used by live tracing and changing the vector color to a brand color. A gradient is overlayed above to create depth.

HALFTONE TEXTURE

Halftones can be used to give a human touch as background texture elements, over photos, or to add depth in text. These should be used in brand colors.



BRANDING APPLIED

HEALTHCARE



TOWN HALL
FEBRUARY 22 | 4PM | DOORS: 3:30PM | ANN ARBOR
LOCATION UPON RSVP: abdul4senate.org/rx-0222

To learn more about Abdul El-Sayed and his candidacy for U.S. Senate, visit www.abdul4senate.com

ABDUL 4 SENATE

**NO WAR
WITH
IRAN**

ABDUL 4 SENATE

ABDUL 4 SENATE

**INVESTING IN
SMALL BUSINESS:**
An Economic Agenda for
Main Street, not Wall Street



*Michigan State University
& University of Michigan*
April 7th



Guests: James Lee, Ryan Piro

and other special guests!

**COLLEGE
CAMPUS TOUR**

RSVP: <https://abdul4senate.org/visit-0407>

**FOR
US**

ABDUL 4 SENATE

SHOP NOW

4 DAYS LEFT

**ARE YOU
REGISTERED?**

[Check Status](#)

ABDUL 4 SENATE

**THE MICHIGAN SENATE RACE
IS EXPECTED TO BE A
TOSS-UP**



CHIP IN NOW

**TOUGH RACE,
CLEAR ROAD
TO VICTORY**

DONATE NOW



**OUR TAX DOLLARS
ARE FUELING
GENOCIDE**

HELP US FIGHT BACK

**CHECK OUT OUR
NEW MERCH**

SHOP NOW

Stay Comfy



Stay Caffeinated



Show Your Support



Buy one yard sign,
get a second 50% off!

SHOP NOW

Union Printed and Made in the USA

ABDUL 4 US SENATE



DONATE NOW

WE'RE SURGING



CLOSE THE GAP

**ABDUL HAS A
PLAN
TO WIN**

DONATE



**ABDUL
4 US SENATE**

**SUPPORT MY
CAMPAIGN**

ABDUL 4 SENATE



DONATE

**THE DEMOCRATIC
PARTY IS IN A
DO-OR-DIE
MOMENT**

**WHAT THEY'VE
TAKEN FROM US**



WE'RE CLOSING THE GAP

22	EL-SAYED
24	STEVENS
11	MCANALLY

CHIP IN

**WE CAN
WIN THIS**

DONATE NOW



**Establishment politicians and
pundits will be watching this
race very closely.**

It's Abdul vs AIPAC



DONATE

ELEMENTS EXTENDED

In special cases, such moments of celebration or remembrance, outside elements of the brand can be introduced. Collage that plays into a hand-done human feel is a good way to bring in new visual tone. Always include some aspect of the brand such as color or font.

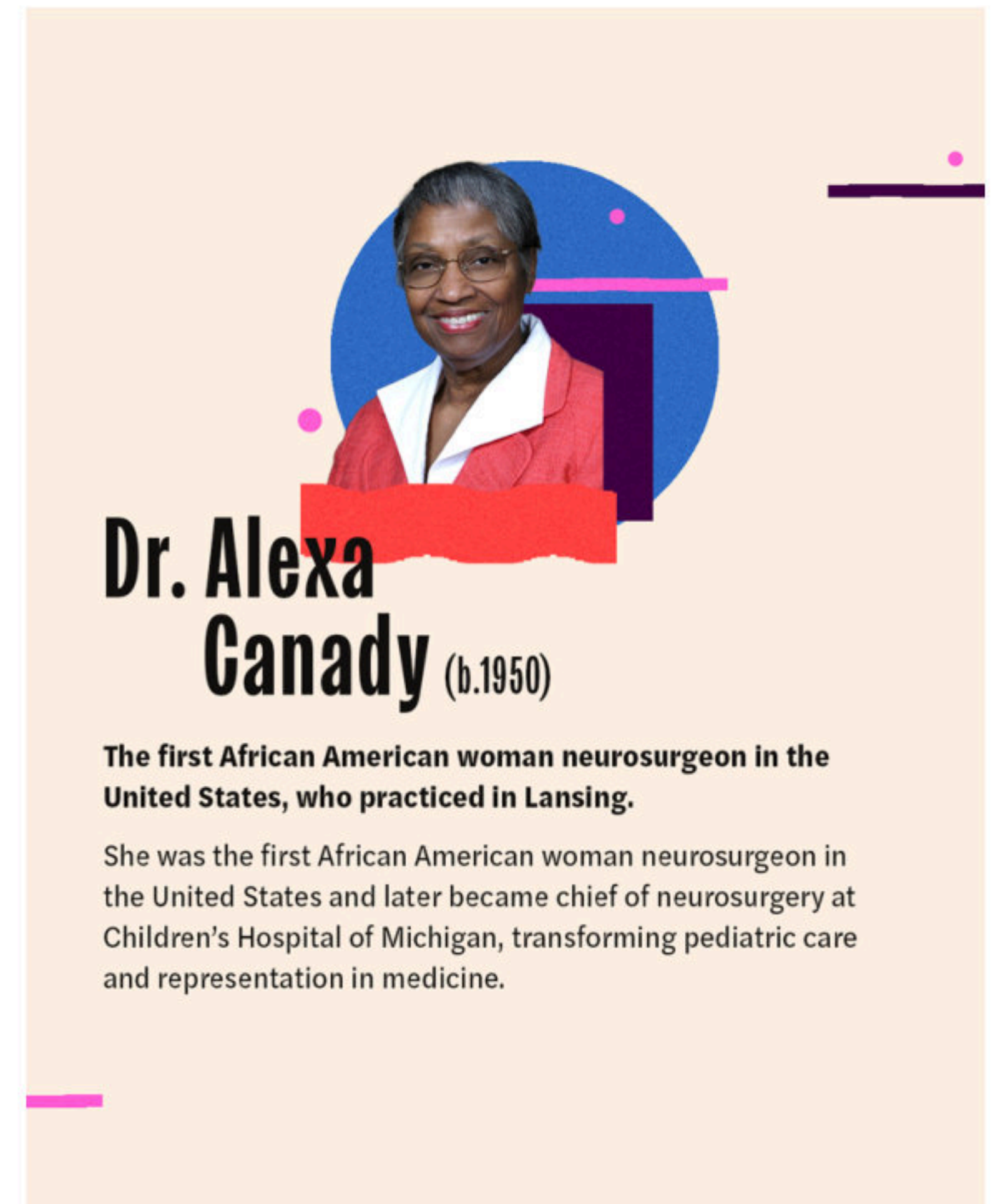
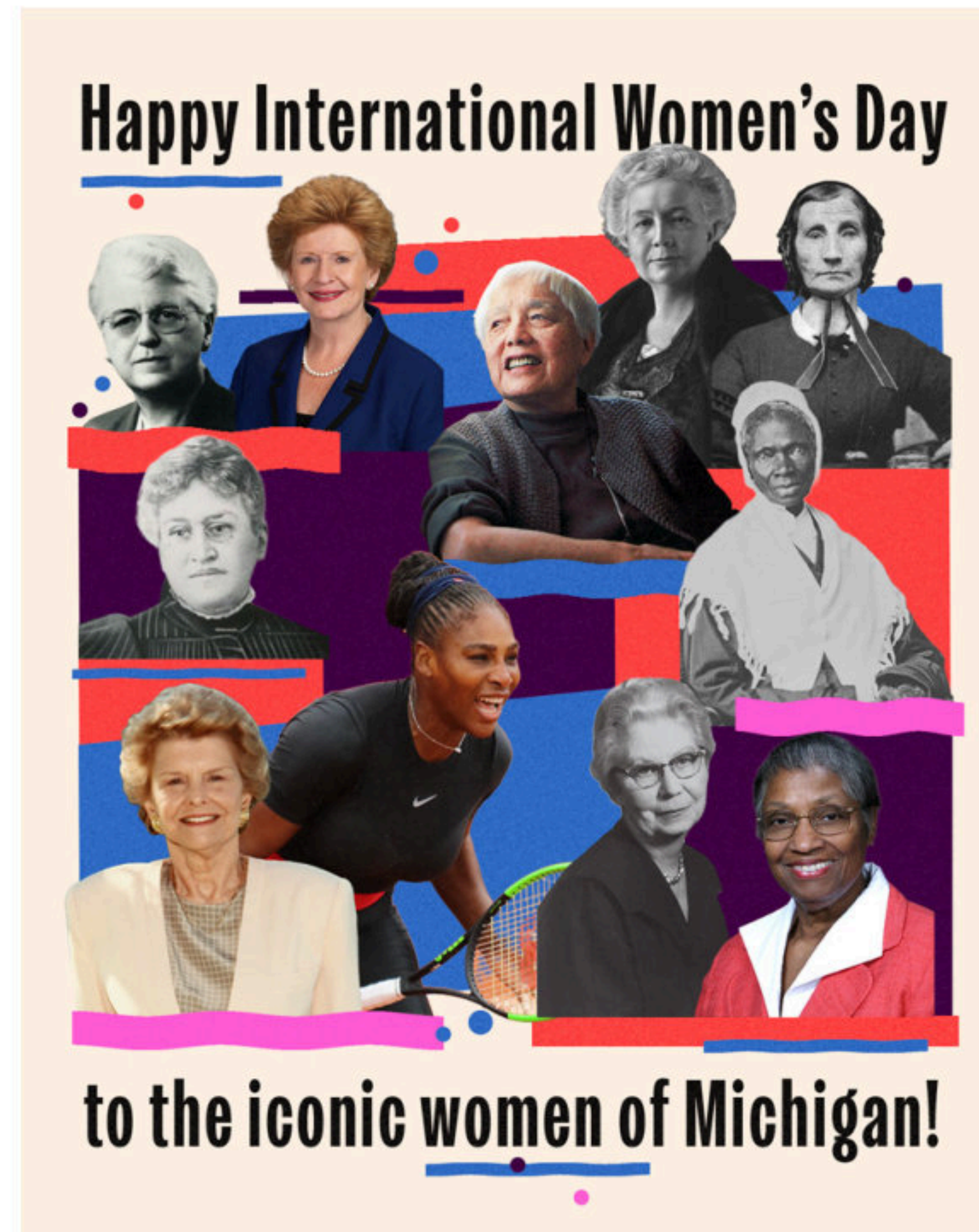


PHOTO- GRAPHY

Photography is a key component of the brand and should be used to represent authenticity, diversity and inclusivity, and a human element.

Photos should be candid, featuring real people, and highlight stories that align with the values of the campaign.

AI-generated photography should not be used.

Photography should be used in full color when high-resolution is available. In instances of photos being lower resolution, duotone or black and white options can be used.



Full color

The film grain effect can also be added for an extra texture element to photography.



Duotone



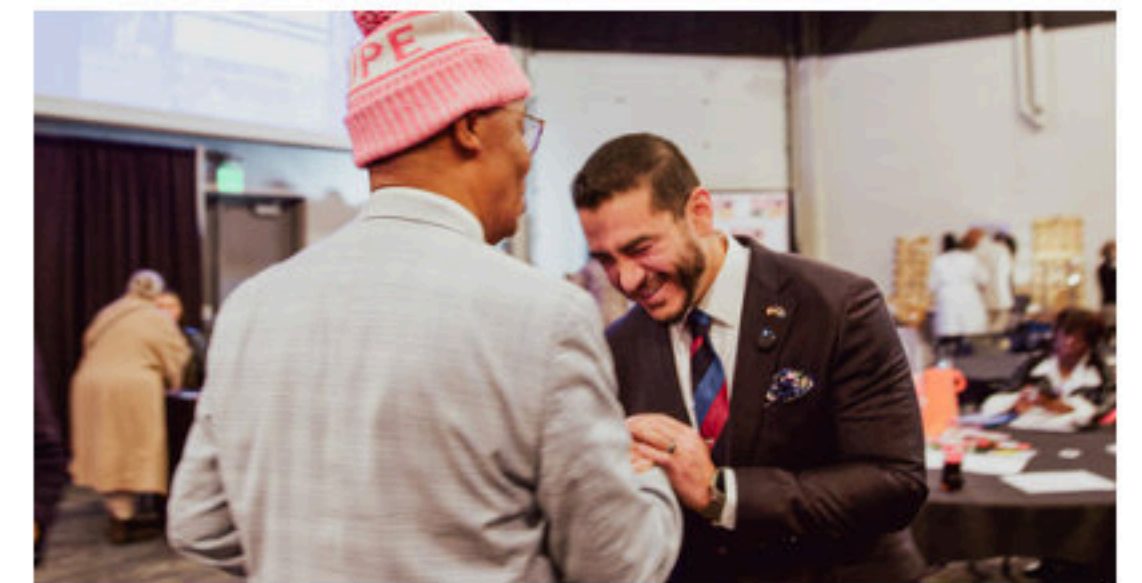
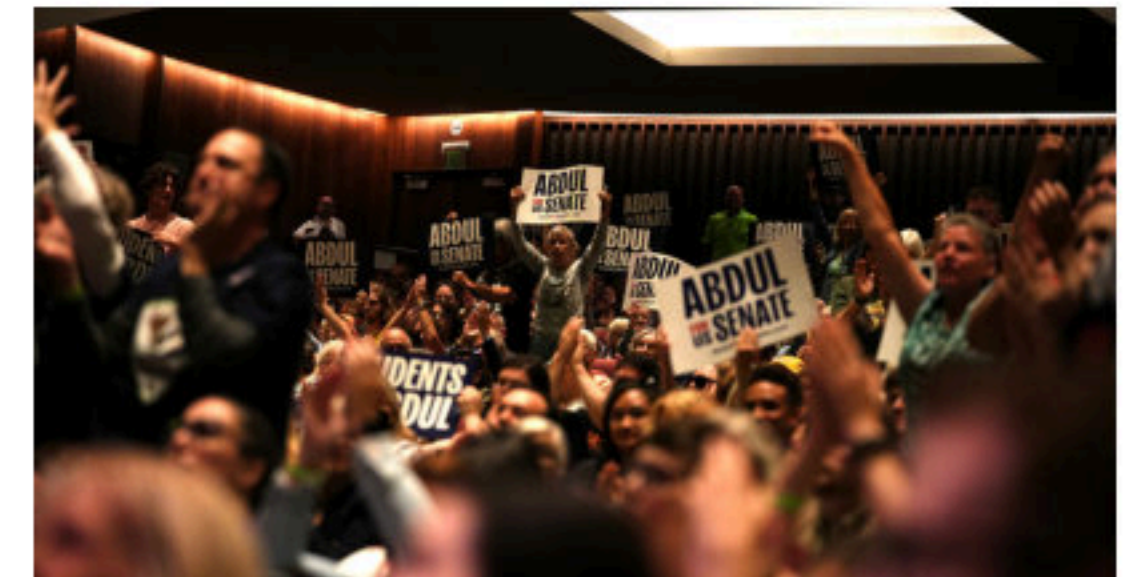
Black and white

OPPOSITION IMAGES

If showing Abdul with opposition on the same graphic, always show Abdul in full color and opposition in black and white or duotone.

PHOTOGRAPHY FOR EVENTS

Event photography is our main source of photography that will be used in social media graphics and other collateral. Photos should show candid moments of Abdul with supporters, engaging in conversation, and action shots. Try to keep branding from other organizations out of view when possible.



VIDEO

Video is an important part of the Abdul for Senate communication and overall identity. Videos are how we tell stories and create a sense of community with our supporters.

Some key elements:

- Style feels authentic and unscripted
- Bright colors, everyday settings, and non-political moments make content more relatable
- Vibrant, bold visuals to create warmth and approachability
- Center real people and genuine community stories
- Capture man-on-the-street reactions and informal conversations
- Break down complex issues through relatable, everyday experiences
- Lean into humor to make content more engaging and shareable

Extended video guidelines can be found here.

For consistency, all text elements should use Kensington and Halyard Text as well as brand colors. An additional color is included in the brand for video use only — For Us Yellow.



JOIN US TODAY

CAPTION GUIDELINES:

- Keep captions within safety lines.
- Normal case.
- Only one thought per slide. (Do not end one sentence and begin a new sentence on the same caption.)
- Try not to cram too many words into one slide. Instead follow the rhythm of their voice.
- Avoid one long line. Instead break the line into two shorter lines to keep the eye from traveling further.
- If there's a pause, keep the caption up for that pause until they begin their next line.
- If the pause is longer than 5s or we cut to another shot, end the caption either at the cut or after a few seconds
- Have the first caption start right away at 0:00 even if the talking doesn't begin for a second or two

